

Established Author and Motivational Speaker

**Greg P. Smith**

Employee Retention

## *401 Proven Ways To Retain Your Best Employees*

Employee Retention Ideas

140 pages

Gregory P. Smith

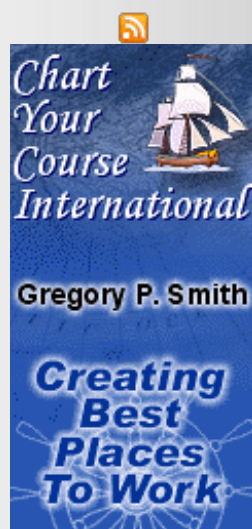


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### EMPLOYEE RETENTION TIPS AND IDEAS

This book provides loads of practical advice, tips, case studies, suggestions, and examples that not only retain, but also engage and make your people as productive as possible. Facing a growing labor shortage of skilled workers, businesses are placing major importance on employee retention. Money and benefits are important, but most leave for other reasons. Most of those reasons are preventable.

This is a great resource for organizational leaders and managers who need practical employee retention ideas that can be applied quickly. No matter what industry you work in, this book provides solutions to attract and retain your best employees and help you become an employer of choice.

### Condensed, Practical, Easy to Implement

Unique from other books on the market today, this book provides tried and true practices that will quickly transform your place of business. The book is divided into seven sections, each focusing on a key element of employee retention.

#### Finding 1:

The average cost to recruit and train one employee is estimated at 2.5 times an employee's salary.

### Finding 2:

It costs \$678,000 in recruiting, training and missed sales opportunities every time a SAP sales person quits!

### Finding 3:

U.S. businesses spend over \$200 billion annually recruiting and replacing their employees.

You will discover proven ways that drive employee retention:

- Reduce **employee turnover** costs and create a high **employee retention culture**
- Improve cooperation between the Gen X, Y, and the Baby Boomer generations
- Identify and eliminate the major reasons that cause people to quit
- Keep people engaged so they work harder and stay longer
- Get managers to take responsibility for employee retention
- Develop individuals to their full potential and achieve success on the job
- Use **recognition strategies** that make people feel appreciated
- Energize your people and improve job satisfaction

*"If you want to retain your employees and not lose them to the competition, this book is for you. Crammed with great tips and advice -- this book should be on the best-sellers list and on every organizational leader's desk."*

Chuck Tolleson

Vice President & Director, Office of Strategy Management  
DynMcDermott Petroleum Operations Company  
Winner, Malcolm Baldrige National Quality Award

*"This book is jam packed with ideas and suggestions that will attract, keep, and motivate your employees. Using the information in Greg's book, we have been able to improve morale, performance, and retention."*

Dave Dibble

Director of Human Resources  
Presidion Solutions



*"There is no need to search other books and articles on employee retention--it is all here. Greg has distilled it all into a simple, easy approach to transforming your workplace and keeping your*

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**best employees. Read it and use it!"**

**Ed Oakley, CEO, Enlightened Leadership Solutions**  
**Co-author, Leadership Made Simple**

## Seven Dynamic Sections Covered in the Book:

<b>Chapter 1</b> <b>Organizational Strategies</b>	<b>Chapter 5</b> <b>Reward and Recognition Strategies</b>
<b>Chapter 2</b> <b>Orientation and Onboarding Strategies</b>	<b>Chapter 6</b> <b>Employee Benefit Strategies</b>
<b>Chapter 3</b> <b>Communication and Connection Strategies</b>	<b>Chapter 7</b> <b>Capturing Employee Ideas and Suggestion Strategies</b>
<b>Chapter 4</b> <b>Career and Development Strategies</b>	

## About the Author

Greg Smith is the CEO and founder of [Chart Your Course International](#), a talent management and employee retention consulting company. He has worked in and traveled to 22 countries. He is a former examiner for the Malcolm Baldrige National Quality Award as well as being selected by the Human Resource Executive Magazine as one of the nation's "Top-Ten Rising Stars" in Human Resource Management. He has authored eight books including *Here Today, Here Tomorrow: Transforming Your Workforce from High-Turnover to High-Retention*.



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**401 Proven Ways**

**To Retain Your Best Employees**

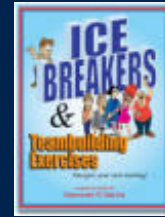
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**Dynamic Ways to Reward, Energize & Motivate Your Teams**

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